

CLAIMS:

1. A display comprising:

- (a) a first panel having a front surface and a rear surface;
- 5 (b) at least one character set on said front surface, said character set comprising segments arranged in a manner corresponding to a digital display;
- (c) each of said segments being a generally elongated geometric shape having opposite ends, said ends being secured to said board by elastomeric members;
- 10 (d) said segments having a first surface in a first color and an opposite second surface having a color corresponding to the color of the front surface of the first panel whereby a user may rotate individual segments to position the reverse and obverse segment surfaces to establish selected alphanumeric characters.

15 2. The display of Claim 1 wherein a second panel is secured to the rear surface of said first panel having a front and rear surface.

3. The display of Claim 1 wherein said first panel carries multiple character sets.

20 4. The display of Claim 1 wherein said second panel is provided with:

- (a) at least one character set on said front surface, said character set comprising of segments arranged in a manner corresponding to a digital display;

- 4 (b) each of said segments being a generally elongated geometric shape having opposite ends, said ends being secured to said board by elastomeric members; and
- ) (c) said segments having a first surface in a first color and an opposite second surface having a color similar to the color of the front surface of the second panel whereby a user may rotate individual segments to position the reverse and obverse segment surfaces to establish selected alphanumeric characters.

5. The display of Claim 1 wherein said display further includes a frame.

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6. The display of Claim 1 wherein said panel is fabricated from the group of materials consisting of plastic, cardboard, fiberboard and corrugated board.

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7. The display of Claim 1 further including a transparent cover extending over said first panel.

8. The display of Claim 1 wherein said first color on the first surface of said segments is a florescent color and said second color on said second surface is a dark color.

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9. The display of Claim 1 wherein said character set comprises seven segments.

10. The display of Claim 1 further including a stand supporting said display.